

Exhibitor Bulletin – Week of March 27, 2009

Dear 2009 CPMA Exhibitors:

For the week of March 27, the update includes:

- Profile Update – DEADLINE EXTENSION, APRIL 1
- Badges Registration – DEADLINE, April 24
- Temporary Food Establishment Form – DEADLINE, April 6
- Fire Safety Reply Form – DEADLINE, April 7
- Very Important Notice – Permission to Show Form
- New Product Showcase & New Best Product Award – the page is live!
- Look Who's Coming!
- Press Release Opportunity – the page is live!
- DEMO Area – 1 final space remaining!
- FoodService Listing Deadline, April 1

Profile Update – Deadline Extension April 01

If you have not updated your profile area, where you can edit, change your contact information, company description and product category listing, please do so by **April 01** to ensure accurate information in the printed directory, which will be viewed by all attendees and published in our Final Exhibitor List. Please click on the following link

http://s15.a2zinc.net/clients/cpma/cpma09/public/e_Login.aspx?ID=375&sortMenu=111000&exp=8%2f7%2f2008+7%3a39%3a03+AM to update your Exhibitor Profile, using the password provided with your booth confirmation email.

Badges Registration - Deadline April 24

You are entitled to 5 complimentary badges for each 10 x 10 ft. space. You should register complimentary badges online, using the password provided with your booth confirmation email.

Please login here to sign up for your exhibitor badges:

http://s15.a2zinc.net/clients/cpma/cpma09/public/e_Login.aspx?ID=375&sortMenu=111000&exp=8%2f7%2f2008+7%3a39%3a03+AM

You have until **April 24** to sign up your booth personnel. After April 24, all registrations will be subject to a \$90.00CAD charge.

If you exceed your complimentary badge quota, you are required to purchase additional badges for your booth personnel. The cost per additional badge is \$90.00 CAD.

Full registered delegates do not require an exhibitor badge to enter the trade show.

If you are bringing your own Chef to work at your booth, during the upcoming CPMA Trade Show in Toronto, CPMA will provide your Chef with an exhibitor badge (outside of your allowed quota) at no charge. Please send the name of the Chef, working in your booth, by **April 24** to Natalia Kaliberda at nkaliberda@cpma.ca.

If you have hired a supplier to help you set up and dismantle your booth area, we will provide each person with a temporary I&D Badge. This badge is applicable **only** during move-in and move-out times for your service suppliers. All persons with an I&D badge must exit the Exhibit Hall once move-in and move-out times are over. To pick up these temporary badges, simply go to the CPMA information booth, located in the CPMA registration area.

Please note that ALL badges (exhibitor, delegate, and I&D) are to be picked up at the CPMA registration desk during registration hours:

Wednesday, May 6 – 7:00 a.m. – 6:30 p.m.

Thursday, May 7 - 7:00 a.m. – 6:00 p.m.

Friday, May 8 – 7:00 a.m. – 4:30 p.m.

Do not miss your Deadline: April 6, Temporary Food Establishment Application

Are you planning to do food sampling at your booth? Exhibitors may distribute sample food only upon written authorization from the MTCC.

Food Sampling Authorization Request to be faxed to MTCC directly at 416-585-8251.

All items are limited to sample size and must be distributed in accordance with Local Public Health Codes. Samples are distributed from the exhibit booth only.

MTCC will not be responsible for the quality or state of the food, served by an authorized exhibitor. **The Food & Beverage Liability Release Form** to be faxed to MTCC directly at 416-585-8251.

Do not Miss your Deadline: **Toronto Health - Temporary Food Establishment Application Form** is due on **April 6**. The form to be faxed to the CPMA at 613-226-2984 or sent via e-mail at nkaliberda@cpma.ca.

Please be informed that all exhibitors, that are doing sampling, are required to have portable handwash stations (please find attached) at their individual booths, along with liquid soap and paper towels. In addition, all samples that are put out on tables must be protected from contamination/adulteration (ie. sneezing, coughing) through the use of sneeze guards, lids etc. Exhibitors must also have tongs for handing out samples to avoid direct contact with hands by consumers. For those exhibitors that are pouring out liquid samples from original bottles to sampling cups, you will be required to have a bottle of hand sanitizer at your booth. Need more information on the Toronto Public Health regulations, please contact the Public Health Inspector, Antoine Nikolopoulos, directly at:

Antoine Nikolopoulos
Environmental Health Officer
South Region
Toronto Public Health
Tel: (416) 338-8063
Email: anikolop@toronto.ca

Do not miss your Deadline: April 7, Fire Safety Reply Form

Fire Safety Reply Form is due on **April 7**. The Reply to be faxed to the MTCC directly at 416-585-8125 or at fsr@mtccc.com.

All exhibitors, using electrical grills or propane devices, must complete the **Fire Safety Reply** form. Exhibitors are required to select "yes" to applicable questions on the Fire Safety Reply form. Once the form has been turned into MTCC, exhibitors would receive a follow up telephone call from the MTCC Fire Marshall. You will be likely asked a series of questions to ensure the equipment is up to code. From there, MTCC will issue an authorization to use the equipment. The same applies to butane fueled cook tops. Exhibitors may be asked onsite to present the written authorization from MTCC.

VERY IMPORTANT NOTICE - Permission to Show Form

The **Permission to Show** applies to all electrical equipment. The policy is broken down into two categories: APPROVED equipment and UNAPPROVED equipment.

APPROVED EQUIPMENT refers to any device that plugs in and receives power bearing electrical safety authority approved certificate seals.

UNAPPROVED EQUIPMENT refers to any device that plugs in, receives power, and does not contain the necessary seals. Exhibitors may not plug in any UNAPPROVED equipment.

Furthermore, if the exhibitor wishes to display unapproved equipment (not plug it in), they then need to receive approval from the ESA as well as pay the fee.

The Permission to Show form to be faxed at 1-800-667-4278. Please note additional fees, payable to Electrical Safety Authority, are applied.

New Product Showcase & Best New Product Award – the page is live!

The New Product Showcase is a series of display cases , highlighting our 2009 CPMA Exhibitors' newest products and services. Located in a high-traffic area, the showcase allows buyers to see new products on the market.

We are thrilled to introduce the BEST NEW PRODUCT AWARD to celebrate your new successes and achievements in the produce industry! Best New Product Award is a fantastic opportunity for all of us to admire and appreciate your hard work, dedication and desire to thrive, inspire, compete, and excite buyers, and the entire produce industry!

Please view the list of participating exhibitors at http://www.cpma.ca/en_tra_nps.asp

Look Who's Coming Listing has been posted on the CPMA website

Exhibitors, who have registered their booth personnel, are included into the list.

Want to be on the list? Please register your booth personnel in your exhibitor's login here http://s15.a2zinc.net/clients/cpma/cpma09/public/e_Login.aspx?ID=375&sortMenu=111000&exp=8%2f7%2f2008+7%3a39%3a03+AM

Please note that if you have just recently registered, it may take up to 72 hours before your name will appear in the *Look Who's Coming* list as we are currently receiving a high volume of registrations. This list will be updated daily at the end of day until March 23rd, 2009.

Some participants have been removed from this list for privacy reasons at the participant's request.

If you have any questions regarding this list, please do not hesitate to e-mail webmaster@cpma.ca

Press Release Opportunity – the page is live!

Let the media know about your product or service!

CPMA will make available to the media copies of your press release at the 2009 Convention & Trade Show. When collecting their accreditation, members of the media can browse and collect copies of exhibitor news releases. This is a great way to generate more attention to your booth, product, or service. This service is offered at no charge to the CPMA exhibitors. To participate, simply bring 15-20 copies of your news release and visit the media table once you have registered.

As an added bonus for the CPMA exhibitors, we are also offering the opportunity to post a link on the CPMA website (in the Look Who's Coming Section) to your news release in advance of the trade show. While we cannot host your news release on our server, we can include a date, headline, and link. Please contact Danielle Valois, Marketing & Communications Coordinator for further information at 613-226-4187 ext. 217 or via email at dvalois@cpma.ca.

DEMO Area: 1 final space remaining!

Want to show the world how your products can be prepared and enjoyed in various unique and delicious ways?

Take advantage of the **DEMO AREA** promotional opportunity to present your products to the entire marketplace!

Executive Chefs Profiles will be available shortly in Exhibitor's Corner. Our Chefs' talents, creativity and outstanding professional backgrounds will wow, for sure, the most exquisite produce industry crowds and special guests!

The demonstration area will go “live” on Thursday, May 7 from 1:30 p.m. to 5:30 p.m., and Friday, May 8 from 12:30 p.m. to 4:30 p.m. demonstrations.

FoodService Listing Deadline: April 01

If you have a product that might be of a particular interest to FoodService visitors, please send us a quick message with your company’s name, booth number, brief product’s description (max. 30 words) and we will provide this information to the 2009 CPMA trade show FoodService visitors as a handout. Participation in this program is available to all CPMA exhibitors at no extra cost.

All participating companies will be identified on the trade show floor with a FoodService flag or balloon.

Let’s work together to bring the FoodService customer and the vendor community closer together so that they can learn from each other!

Please register for the FoodService Program with Natalia Kaliberda at nkaliberda@cpma.ca